

## Career opportunity Member Services Coordinator



Close Date: 03/16/2018

Is customer experience excellence in your wheelhouse? Are you a marketing or communications pro who is excited about the opportunity to work on a wide range of projects? Does the opportunity to help industry grow to create jobs and opportunities here in Manitoba motivate you? Canadian Manufacturers & Exporters is Canada's oldest and largest industry-based trade association. CME Manitoba represents manufacturers and exporters across the province. Our mission is to help manufacturers grow.

### KEY DUTIES & RESPONSIBILITIES

- Integral member of the marketing team to bring fresh ideas and creativity;
- Meets with CME staff, Board Members, committees, members, prospects and other stakeholders to determine priorities and how to continuously improve all events, training and marketing initiatives to drive membership and increase engagement;
- Support membership initiatives to attract, engage, retain and grow CME membership;
- Provide writing and editing support for a team of subject matter experts across a range of communication materials; including eBlasts, blogs, social media and monthly newsletters;
- Maintain website copy, content and functionality;
- Create and maintain marketing collateral and promotional materials for various marketing initiatives and business development activities (e.g. email marketing, website, social media, presentation, print).
- Provide marketing support for tradeshow participation, on-site special events, business-unit led events, meetings and more; ensuring overall marketing strategy is leveraged throughout.
- Participate as part of the team to assist with the logistics to execute CME meetings, events and training (both internal and external);
- Ensure brand standards, style guide and best practices for consistency are applied across all marketing and communication materials;
- Organize docket and files and maintain a marketing archive of past materials;
- Database management to support business objectives;
- Help to collect and maintain analytics, reporting processes and systems to support tracking and performance measurement of all marketing activity;
- Liaise with head office on communication best practices and regional needs;
- Actively participate in continuous improvement initiatives in the office;

### COMPETENCIES AND QUALIFICATIONS

- Outstanding communication skills, both written and verbal.
- Excellent writing, editing and proofing skills and an understanding of best practices related to writing for print and web.
- Experience or a keen eye for graphic design and desktop publishing would be an asset.
- Proficiency in Microsoft Office, especially Excel and PowerPoint.
- Proven project management skills including the ability to prioritize, manage multiple tasks and meet deadlines.
- A strong track record as an implementer who thrives on coordinating a variety of key initiatives concurrently
- Strong attention to detail

- Strong interpersonal skills and the ability to build relationships with all stakeholders – internal and external – are essential. Proven ability to build consensus and work effectively within a cross-departmental team.
- Holds a strong desire to uphold CME's standard for continuous improvement, ethics and integrity within the CME team and with all outside vendors, clients and customers.
- Self-starter with an ability to work both independently and as part of a team.
- Valid Driver's License would be an asset.

### **EDUCATION & EXPERIENCE**

- 4+ years of related customer service industry experience. Experience in the communications, event management and/or marketing coordination is preferred.
- 2 years of post-secondary or related experience  
Experience working for membership-based association and/or in the manufacturing work environment would also be considered an asset.

### **OTHER DETAILS**

Full time, permanent

Company benefit and pension plans

To be considered for this exciting opportunity, please forward your letter of interest with compensation expectations, along with your resume to [carrie.schroeder@cme-mec.ca](mailto:carrie.schroeder@cme-mec.ca) before Friday, March 16, 2018.

CME would like to thank all applicants for their interest however only those considered highly qualified will be contacted for interviews.